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BYRON E. SCHWARTZBURG, PRESIDENT  
SCHWARTZBURG CHEVROLET CO. AND  
MILWAUKEE CAR LEASE CORP.  
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UNION PARK PONTIAC,  
WILMINGTON, DEL.

Cars is one of our assets. The promptness of the "Daily Operating Control", the regulation of our parts inventory, the savings in obtaining maximum stock order allowances, the Management Reports for service, parts, new and used cars, etc. have relegated the cost of your system to a secondary consideration. I don't know why but we even recommend you to our local competitors.

FRED C. BECKER, PRESIDENT  
BECKER BUICK, SPOKANE, WASH.

One of best decisions I've ever made. Everything your people said about Cars System has proven true. Took us only 6 weeks to feel we were on our way. A friend on another system said it took her a year. Month-end closings now easy. We get on new month's business 2nd day of month.

EARL E. ROBESON, PRESIDENT  
ROBESON MOTORS, SALEM, ORE.

On Cars System nearly 5 years. Substantial sales increases in each department. Administrative costs dropped. Elimination of peak loads reduced clerical turnover to minimum. Management Reports excellent help in increasing new and used car profits. Cars field reps exceptionally helpful, cooperative.

SPENCER A. FOLGER, PRESIDENT  
FOLGER'S BUICK, CHARLOTTE, N.C.

It is without a doubt the greatest concept I have ever had an introduction to in the 14 years I have been in managerial positions with Colorado Auto Dealers. Your Systems Representative is greatly interested in helping get the System in operation as effectively as possible. He is always ready with an abundance of information when called upon to answer our questions.

F. I. BROWN, OFFICE MANAGER  
RALPH SCHOMP'S ARAHOOE OLDSMOBILE  
ENGLEWOOD, COLO.

We had a '67 Corvette tied up in our shop. We couldn't locate a Lock Ring. After calling 15 Chevrolet dealers we asked Cars to check other dealers on the Cars System. We used our 33 ASR to contact Cars, St. Louis. In 50 minutes they located the part. We received it the next day. Discovered we can call on Chevrolet's inventory plus the Chevrolet dealers on the Cars Inventory System.

JOE BENNETT, PRESIDENT  
JOE BENNETT CHEVROLET,  
MANAHAWKIN, N.J.

Cars Systems save many valuable hours while providing more accurate daily current records. Management tools have guided our decisions leading to additional profits. A key to our success with Cars Systems is the high caliber of expertly trained personnel who represent Cars.

CARL LEWIS, BUSINESS MANAGER  
CAPITOL CHEVROLET, OLYMPIA, WASH.

As Business Manager/Comptroller I now am truly working in that capacity. With my D.O.C. here early each morning the rest of my day is spent working in supervision and expense control, so important today.

WILLIAM L. FAVREAU, TREASURER  
VAN'S CHEVROLET, NEW CASTLE, DEL.

We increased new cars sales from 712 to 1,433 and used cars from 660 to 1,589, with proportionate increases in service and parts while only adding one billing and one warranty clerk. We added parts inventory control 2 years ago helping us increase sales considerably without increasing inventory. My parts manager was skeptical at first. Now I believe he'd quit if I took the Cars System out.

J. E. DELFOSSE, PRESIDENT  
ROYAL BUICK & OPEL,  
CHERRY HILL, N.J.

Cars electronic accounting system with its prompt Daily Operating Control reports, its ability to smooth out peak workloads, the simplicity of feeding daily transactions to the computer center, the extremely helpful Management Reports that help our management team plan with confidence, etc., etc. All of these things add up to a genuinely helpful accounting service which we value greatly.

E. E. LAVENDER, SEC./TREAS.  
HANSON BUICK, INC., DECATUR, GA.

**The Daily Chronicle**  
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WEDNESDAY MORNING FEB

**AUTOMOBILE DEALERS REACT TO  
\$50,000,000 BRAIN**

**CARS**

COMPUTERIZED AUTOMOTIVE REPORTING SERVICE, Inc.  
12 Office Park Circle / Birmingham, Alabama 35223  
Area 205-871-8176

CARS, Inc. • P. O. Box 7441-A • Birmingham, Alabama 35223  
Gentlemen: Please send me further information on the CARS, Inc. program for more profitable operation of automobile dealerships.

NAME \_\_\_\_\_  
TITLE \_\_\_\_\_  
DEALERSHIP & MAKE \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_  
CT

**"MANAGE BY FACT  
NOT BY GUESS."**

The automotive retail business is too competitive! Expenses too pressing! You and your managers need instant information every day to trim off the waste. To elevate efficiency. Fill out coupon. Get the exciting details.